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Best regard,



Ritsuko Hashimoto Behr
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JETRO Chicago **Midwest** NEWSLETTER

Illinois • Indiana • Iowa • Kansas • Michigan • Minnesota • Missouri • Nebraska • North Dakota • Ohio • South Dakota • Wisconsin

In this issue ...

- *JETRO Around the Midwest ...* page 2
- *Guest View: Friendship Among Nations? ...* page 3
- *JETRO to Help Museum with "Robot Revolution" ...* page 4
- *Japanese Manufacturers Survey Results Released ...* page 6

Wise Words from Former Vice President Walter F. Mondale

JETRO's Important Role in the Development of U.S.-Japan Relations



From the Chief Executive Director

*Tatsuhiko Shindo
Chief Executive Director,
JETRO Chicago*

As the Chief Executive Director of JETRO Chicago, I have jurisdiction over 12 states in the Midwest and I have been visiting all of the states to meet the Governors as well as senior government officials and business leaders to provide them with accurate and positive information about Japan. Since March, I have been talking with them about the progress and accomplishments that have been achieved since The Great East Japan Earthquake, such as reconstruction from the disaster and the current state of the Japanese economy.

In November, I had the great privilege to meet with former Vice President and former U.S. Ambassador to Japan Walter F. Mondale in Minneapolis, Minnesota. With regards to Japan, Mr. Mondale is one of the most intellectual and respected people in the Midwest. We had a most engaging conversation and Mr. Mondale expressed his appreciation for all of JETRO's work. He noted the important role that JETRO plays in helping to build strong relationships between Japan and the United States, especially between Japan and the Midwest, including Minnesota.

See "Chief Executive Director," page 6

Japanese Robotics/Technology Products get the spotlight in the Japan Pavilion at CES

From Tuesday, January 10 through Friday, January 13, JETRO will be presenting the Japan Pavilion at the 2012 International Consumer Electronics Show (CES) in Las Vegas, Nevada.

The Pavilion, comprising booth numbers 21762-21767 and 21862-21868, will be located in The Las Vegas Convention Center South Hall 1, as part of the Robotics Tech Zone.

Eleven Japanese companies will be featured in the Pavilion, showcasing advanced robotics and other technology-related products and components. Firms are presenting their leading-edge technologies, products and services on this key global stage, and are looking forward to active business talks with prospective partners.

Exhibitors in the Japan Pavilion include:

Advanced Original Technologies Co., Ltd.

<http://ao-tech.cocolog-nifty.com/blog/2010/11/post-89e0.html>

Featuring Semiconductor; Information Technologies; Communication; Image System; DNA Sequencer. SLID is an Innovative Information Detection Semiconductor Device whose development has been watched with interest around the world. SLID can detect image, voice, characters, DNA and information with ultra speed.

See "CES" on page 5

Japan's Diversity of Green Teas Impresses Chicago's Food Professionals

One of the icons of Japan is a cup of steaming green tea. It is believed to have been brought to Japan from China in the 8th century and is a mainstay of every Japanese home and restaurant. Today, green tea is reaching a global audience and is served hot, cold, blended into frothy drinks with milk, and increasingly used as an ingredient in both sweets and savorys. We can clearly see the number of green tea products, both hot and cold, has increased significantly on chain menus in recent years.

On October 20, Chicago's food and beverage industry came together to discover the green teas Japan is famous for at the "Japanese Green Tea Showcase." The Consulate General of Japan at Chicago and the JETRO Chicago office co-sponsored the event at the prestigious Kendall College. In addition to meeting ten specialized importers and distributors of tea under one roof, attendees heard an expert on green tea, and chefs demonstrated and offered samples of unique dishes they had created using green tea as an ingredient. Exhibitors offered a wide variety of their Japanese green teas for attendees to taste and compare, ranging from densely concentrated matcha powders and traditional types such as sencha, bancha and genmaicha to surprising blends with citrus and florals, served both hot and iced. The event gathered over 100 attendees representing restaurateurs, chefs, food and



See "Green Tea" on page 4

JETRO Chicago

Midwest Newsletter

November/December, Page 2

In this issue ...

- *Wise Words from Vice President Walter Mondale ... page 1*
- *JETRO Brings Japanese Robotics/Technology to CES ... page 1*

- *Japan's Green Teas on Display ... page 1*
- *JETRO to Help Museum with "Robot Revolution" ... page 4*

[Back to Page 1](#)

JETRO Around the Midwest

Seminars, Meetings and Events



On November 16, a day long seminar, "Shaping New Economic Agendas," was organized by The Chicago Council on Global Affairs and Japan Economic Foundation. Seminar participants included (left to right): Tatsubiro Shindo, JETRO Chicago, Hoken Seki, President Sussex Enterprises, Noboru Hatakeyama, Chairman and CEO, Japan Economic Foundation and Michitaka Nakatomi, Principal Trade Negotiator, Trade Policy Bureau, METI, and former JETRO President.



JETRO Chicago made a visit to Minneapolis on November 9. Above, from left, Tatsubiro Shindo, Former Vice President Walter Mondale, JETRO Chicago's Ralph Inforzato, and Dick Stahl, President of the Japan America Society of Minnesota (JASM). See Mr. Shindo's column on page 1 for more about his meeting with Vice President Mondale. During this visit, Shindo also addressed the JASM Corporate Roundtable.



Tatsubiro Shindo visits outgoing Director, Thai Trade Center, Ms. Samornrat Suidvongs Na Ayudhya (left), and meets incoming Director, Thai Trade Center, Ms. Pramita Kurdpikul, Royal Thai Consulate-General.

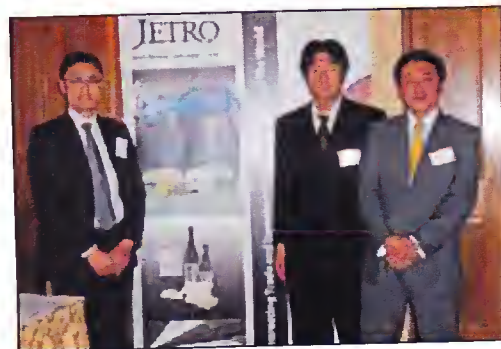


On November 10, Tatsubiro Shindo visited the office of South Dakota Governor Dennis Daugaard for a meeting.

Welcome Consul General Okamura

Consul General Yoshifumi Okamura arrived in Chicago this past Autumn, to head up the Consulate General of Japan at Chicago. JETRO Chicago extends a warm welcome, and looks forward to working together with the Consulate in the years to come.

At right, Tatsubiro Shindo is greeted by Consul General Okamura and Mrs. Okamura at their Official Residence.



The Consulate General of Japan in Detroit recently held two events to express appreciation for the support that the residents of Ohio and Michigan showed Japan following The Great East Japan Earthquake. The "Arigato, Ohio!" event was held in Dublin, Ohio on October 26th and a reception in honor of Emperor Akihito's 78th Birthday was held in Detroit on November 17th. JETRO Chicago supported Consul General Matsuda and his staff by attending these events and having a table top exhibit. Above, Takashi Matsumoto, JETRO Chicago's Director of Industrial Machinery (left), poses with Nobutoshi Horie, Consul, Consulate General of Japan in Detroit (center) and Shogo Wakamiya, Vice President and Regional Manager, Japan Airlines (right) during the Detroit reception.

In this issue ...

- *Wise Words from Vice President Walter Mondale ... page 1*
- *JETRO Brings Japanese Robotics/Technology to CES ... page 1*

- *Japan's Green Teas on Display ... page 1*
- *JETRO to Help Museum with "Robot Revolution" ... page 4*

Back to Page 1

Friendship Among Nations?



Guest View

Edward A. Grant
President,
Japan America
Society of Chicago

It is a common expression that nations do not have friends, only interests. Maybe this is true. I personally believe that three characteristics need to be present for there to be friendship among individuals; trust, respect and caring. So perhaps we can take a look at the Japan United States relationship in terms of these dimensions and see what we find.

Trust is essential to friendship. Or any relationship for that matter, whether it be work, family, personal or other. But how can trust be manifested between nations? I think one fair measure, and perhaps the most fundamental measure, is the security relationship. It is a common statement that the Japan United States security relationship is the cornerstone of peaceful relations among nations of the Asia Pacific Region. And this same relationship has also been referred to as the "most important bilateral relationship in the world, bar none." Since the end of the hostilities of the Second World War, Japan and the United States have enjoyed an unusually long, consistent and productive security relationship. The long running peaceful relations of the Asia Pacific Region speaks to its success. And perhaps the greatest geopolitical imperative of the 21st Century will be the successful integration among developed nations of a prosperous China. It is in all of our interests that a rising China be a China that enjoys peaceful relations with its neighbors, that respects human rights and the rule of law, and is a China that treats foreign businesses in the same manner that it treats domestic businesses. And I believe that this can be achieved only with the close coordination of a very sound security relationship between Japan and the United States. This most important trust relation between our two countries serves us all.

A second dimension of friendship is that of respect. And how do we observe respect between Japan and United States? Here I would look more to the commercial relations between our two countries to measure respect. How do we compete, how do we cooperate and how do we view the rule of law? I believe American and Japanese businesses are highly sophisticated and highly competitive. Both seem quite happy to compete in each other's generally, although not perfectly, free markets. There can be regulatory and other barriers to entry and competition,

but by and large both countries' markets are open and competitive. The governmental stance of both countries is to, directionally, support markets open to foreign direct investment and foreign competition. Another very fundamental part of openness to foreign competition is the respect for the rule of law, applied equally to all parties. Here, Japan and the United States score high, providing a generally fair and even playing field for all competitors. This is essential to encouraging foreign direct investment and competitive imports. And is a clear sign of respect. Both Japan and the United States can point to innumerable domestic companies that are highly successful in each other's markets. Toyota and Honda automobiles, ubiquitous Japanese consumer electronics, Boeing jets, McDonald's burgers and Apple products: United States markets are quite happy with Japanese products and services and Japanese markets are quite happy with American products and services. This is as it should be. And this is the clearest manifestation of mutual respect.

What about the most subtle dimension of friendship, caring? Do countries really care about each other? Well, let's look at the evidence. Caring can be manifested in innumerable fashions. All of us have observed and can point to quite wonderful examples of seeing people from each other's country being welcomed with warmth and open arms to our own country. The people of Japan welcome Americans with great courtesy and support when Americans travel in Japan. I hope that the experience is similar when Japanese come to America. What other two countries have societies, long established in every major city in both countries, devoted to friendship between the two countries? I do not know of any example, other than Japan and the United States. We also see this every day in our sharing of each other's culture. From entertainment (anime to rock and roll) to cuisine (sushi to hamburgers) to travel to art to education; our mutual sharing of cultures is omnipresent. And how do Japan and the United States react in time of need? When Hurricane Katrina struck, the people of Japan responded with contributions of aid and relief to the people of New Orleans. And when The Great East Earthquake struck Japan, the people of the United States responded with a great, heartfelt support, in addition the very strong Federal government undertaking of support and relief. I do not know of any stronger manifestation of caring than the extension of support, assistance and sympathy during a time of need. And I believe that both of our countries meet the highest standards by this reference.

So, do countries enjoy friendship? I don't know. I do not mean to romanticize something that perhaps does not exist. On the other hand though, I fully believe that countries can enjoy all the benefits and privileges of friendship, very much to their mutual advantage and to the advantage of their peoples. And I believe that it is clear that our two countries, Japan and the United States, very much enjoy these mutual benefits and privileges of friendship.

JETRO provides business information updates following The Great East Japan Earthquake

JETRO will continue to provide updated information on conditions affecting business following the recent earthquake in the Tohoku region.

The JETRO headquarters website has set up a special page at <http://www.jetro.go.jp/en/earthquake/>. You'll find many links to programs and services and localized updates on conditions.

JETRO USA also has set up a page of information, articles and relevant links at <http://www.jetro.org/content/925>.

In this issue ...

- *Wise Words from Vice President Walter Mondale ... page 1*
- *JETRO Brings Japanese Robotics/Technology to CES ... page 1*

- *JETRO Around the Midwest ... page 2*
- *Guest View: Friendship Among Nations? ... page 3*
- *Back to Page 1*

JETRO to Assist Chicago's Museum of Science and Industry in Creating "Robot Revolution"

On November 10, 2011 at the International Robot Exhibition (IREX) in Tokyo, the Museum of Science and Industry, Chicago (MSI), in partnership with JETRO, publically announced plans to create a traveling museum exhibition on contemporary robotics called Robot Revolution that will open in Chicago in 2013, tour to five additional museums in U.S. cities and then travel to Japan.

According to the official press release, the exhibition will create a visionary glimpse into the future where robots are not a curiosity, but a vital asset. It will demystify the science and purpose of robotics in a hands-on, world-class laboratory of experiences that will let guests touch and interact with robots, helping them understand the critical and growing role of robots.

The exhibition will reveal the amazing reality of what's possible with robotics now — and also what will be coming next in the very near

future. Thirty to forty robots will be displayed in the exhibition along with many hands-on interactive components. Approximately one-third of the robots in the exhibition are expected to be from Japanese companies and universities. The exhibition will engage the audience by dividing the exhibit into four areas: Locomotion, Smarts (intelligence), Cooperation and Skills. These areas will help answer the questions: What is a robot? What can robots do for me? How do robots do that?!

JETRO and MSI began the partnership to create Robot Revolution in early 2010. The exhibition will expose more than one million members of the American public to robots and engineers during its tour and raise awareness of the robot industry as a vital and growing international industry. The exhibition will adhere closely to MSI's vision to inspire and motivate children to achieve their full potential in science, technology, medicine and engineering by creating a fun, educational experience that is hands-on and participatory in nature.

Green Tea ... from page 1

beverage retailers, wholesalers, caterers, culinary instructors, culinary and hospitality students and media.

The newly appointed Consul General of Japan at Chicago, Yoshifumi Okamura, former Japanese Ambassador to The Ivory Coast, opened the first showcase on tea by reminding the audience that Japanese drink green tea every day and encouraging U.S. consumers to drink more green tea. He was followed by Sylvana Levesque, Vice President of Business Development at Keiko Tea, a specialist on the history, growing regions, harvesting and processing methods, and features of the many green tea varieties of Japan. She explained most of the twenty types of Japanese tea are not oxidized like black tea but are fixed by steaming soon after picking. Additional roasting or panning is used to create some of the aromatic green teas found in Japan.

Levesque encouraged restaurateurs to offer their customers a range of green teas in a "tea menu" or "tea list" to broaden their appreciation of the quality and wide diversity available. Tea pairings are a good way for customers to try the flavor profiles of various teas with food and tea sommeliers' recognition is growing. The notion of "terroir" — the unique combination of a region's soil, climate, growing methods and know-how associated with wine — can be applied to the cultivation of tea in Japan, she said. Levesque gave advice on how to prepare green tea and stressed that appropriate temperature hot water is key to bringing out the flavor components and avoiding astringency. Read Levesque's tips at http://www.jetro.org/trends/Tea_Event_Tips_for_preparing_Japanese_Tea.pdf

Asked to use green tea as an ingredient, Chef Shin Thompson, Executive Chef and Owner of Michelin-starred Bonsoiree restaurant, gave a dynamic demonstration of his recipe using genmaicha (a popular type of green tea mixed with roasted rice) to dress a sashimi dish, "Genmaicha Hiramasa Tartare." He used a sweetened genmaicha iced tea infused with plums to make a vinaigrette for the fish with honey, Dijon mustard, lemon and grapeseed oil and topped it with Japanese chili pepper (togarashi), fish roe (tobikko), diced red pepper and fresh plums. Attendees were given samples of Chef Thompson's delicious dish along with his carbonated plum-genmaicha iced tea.

Green tea flavored desserts are popular in Japan but are just gaining



Green Tea Event guest speakers (L to R) Chef Shin Thompson of Bonsoiree, Consul General of Japan at Chicago Yoshifumi Okamura, Chef Della Gossett of the French Pastry School and Sylvana Levesque of Keiko Tea with Tatsubiro Shindo of JETRO Chicago.

recognition in the U.S. so Chef Della Gossett, Chef Instructor at The French Pastry School of Kennedy-King College and former pastry chef at Charlie Trotter's, used her award-winning expertise with sweets to create an innovative twist on nougat candy for the audience. Her inspiring demonstration used sencha powder to impart a light green tea flavor to a honey, cocoa, candied ginger and nut-filled nougat. In addition to bringing samples of this dish, Chef Gossett also treated the attendees to a green tea powder covered chocolate candy she created for the event.

Attendees were also able to try these and other sweets exhibitors provided either made with green tea or that pair well with it during the networking portion of the event. A Kendall College chef instructor remarked that in bringing her class to expand their knowledge of green tea, she herself had learned a lot. The wide assortment available, the depth of their flavors and potential as ingredients instilled a new appreciation of green tea in the attendees. Exhibitors commented that this event's value lies in creating a deeper understanding of the product by Chicago's food professionals. Although Chicago's market for Japanese food products is smaller than on the coasts, the government of Japan wants to try to encourage growth through holding such events.

For more information on the exhibitors and their teas, please contact Cathleen Moore at JETRO Chicago, 312-832-6021 or Cathleen_moore@jetro.go.jp.

In this issue ...

- *Wise Words from Vice President Walter Mondale ... page 1*
- *JETRO Brings Japanese Robotics/Technology to CES ... page 1*

- *Guest View: Friendship Among Nations? ... page 3*

- *Japanese Manufacturers Survey Results Released ... page 6*

Back to Page 1

JETRO Continues Presence at 2011 RoboBusiness Leadership Summit

Kevin Kalb, JETRO Chicago

JETRO Chicago participated in its sixth RoboBusiness since 2005, continuing its active promotion of the service robotics industry from Japan. Taking place in Boston in early November, the RoboBusiness Leadership Summit attracted nearly 300 professionals involved in the North American robotics community.

On behalf of JETRO Chicago, I had the honor to moderate a panel session entitled, "Tech Transfer and Partnerships to Accelerate Growth", featuring Alan Fisher, Assistant Manager, Global Business Planning Dept., Fujisoft Inc., Yokohama, Japan, and Dr. Marek Michalowski, President and Co-Founder, BeatBots LLC, Pittsburgh, PA. The theme of the session was how companies create strategic partnerships with service organizations such as JETRO Chicago to realize international growth opportunities that small- to medium-sized companies cannot always attain on their own.

As part of JETRO's overview, our support of both Japanese and U.S. robotics companies in North America and our activities in past trade shows, trade missions, and events were highlighted to demonstrate how JETRO works with companies to advance their growth and encourages collaboration between the U.S. and Japanese service robotics communities.

Alan Fisher of Fujisoft Inc. discussed how his company is utilizing JETRO services to enter the U.S. market with its small humanoid robot PALRO, which was introduced in Japan in February 2010 and integrates many of Fujisoft's IT solutions. Fisher discussed how Fujisoft has taken advantage of JETRO Chicago's network to identify possible partners and customers in the U.S. market for its robotic solutions, which has included a focus group study at the Museum of Science and Industry, Chicago in June 2011. Fujisoft hopes to launch the PALRO robot in the U.S. in 2012.

Marek Michalowski of BeatBots LLC has worked with JETRO Chicago on several occasions in the past few years, which has included exhibiting the popular Keepon robot in the JETRO Robotics Pavilion at the 2010 Consumer Electronics Show (CES) and at the Japan Pavilion at the 2010 Indiana State Fair. The Keepon Pro robot, co-developed by Michalowski and Dr. Hideki Kozima of Miyagi University, was recently complemented with a toy version launch in the U.S. called MyKeepon. Michalowski hopes the new version will become available in Japan in 2012.

In addition to the conference session, JETRO, Fujisoft, and BeatBots shared a table top in the exhibit area displaying marketing materials, videos of PALRO, and the new MyKeepon robot.

CES ... from page 1

FUJII PRINTING CO., LTD /IBPC Osaka

<http://www.fujiprint-web.com/english/index.html>

Fuji Printing Company is developing mobile applications for mobile games and mobile business tools. Featuring MDR (Mobile Document Recognition) Service; MDR-AR (Mobile Document Recognition Augmented Reality Application); MDR-CD (Mobile Document Recognition Contents Downloader).

GILD design factory co. LTD

<http://www.gilddesign.com/>

Research, development, manufacturing and sales of ultra-durable smartphone covers.

JS-ROBOTICS, INC.

<http://www.js-robotics.com>

Established by Jin Sato in 2006, JS-ROBOTICS, INC. is a business venture focusing on the research and development, manufacturing and sales of education-oriented IT and robotics. Featuring the Ladybug Robot Education Kit that allows the user to learn the fundamentals of programming without the use of computers.

Matsumoto Industry Co., Ltd.

<http://matsumoto-screw.jp/>

Matsumoto Industry Co., Ltd., is proud to introduce our unique technology to manufacture the super micro screw and rivets that are used for medical equipment and finely-detailed products. By creating such an unique, thin and short screw, we can help and grow your business to meet your needs in the micro world.

Millmo Inc.

<http://www.millmo.co.jp/>

Millmo is a "mobile entertainment company" that offers delivery platforms for rich content centered on music, video and e-book for next generation mobile phones including Android, Windows Phone and other smartphones/tablets, and LTE-compatible devices.

nextEDGE Technology K.K.

<http://www.nextedgetech.com/>

nextEDGE Technology is a specialized software engineering company featuring aeroTAP, a touchless interface system that lets users interact with a PC by using a generic webcam. With aeroTAP, users will be able to interact with a PC by simple hand or finger gestures, and will no longer need to use a keyboard or mouse.

Paro Robots US / Intelligent System Co., Ltd.

<http://www.intelligent-system.jp>

Paro Robots US, Inc. was established in November 2008 to introduce the Therapy Baby Harp Seal Robot, "Paro" to the U.S.. It is responsible for sales, marketing and maintenance service of Paro in the U.S.. Paro has sensors for sight, hearing, and touch as well as the ability to move autonomously.

TOPS Systems Corp.

<http://www.topsco.co.jp/>

Provides a version of the Android™ software platform that can utilize the resources of a heterogeneous Multi-Core processor. It can achieve more than 10 times the performance and/or less than 1/10 power consumption, and hard real-time processing than a conventional single microprocessor.

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Xiroku Inc.

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Featuring a complete kit of Optical Touch Panel Systems for display sizes from 15" to 120" (Multi Touch operation / Windows AQ certified); An optical sensor module for touch panel with CMOS camera & controller (unique image sensor in high speed and strong suppression to daylight & ambient light).

In this issue ...

- *Wise Words from Vice President Walter Mondale ... page 1*
- *JETRO Brings Japanese Robotics/Technology to CES ... page 1*

• *Guest View: Friendship Among Nations? ... page 3*

• *JETRO to Help Museum with "Robot Revolution" ... page 4*

Back to Page 1

Chief Executive Director ... from page 1

The main reason for my visit to Minnesota was to speak at the Corporate Roundtable hosted by the Japan America Society of Minnesota, of which Mr. Mondale is the Honorary Chairman.

During our conversation, Mr. Mondale mentioned that he had been very impressed by Mr. Yasuhiro Nakasone, Former Prime Minister of Japan when he was the U.S. Ambassador. I could certainly relate, as JETRO assigned me to the Institute for International Policy Studies (IIPS) as a Senior Fellow to serve former Prime Minister Nakasone. Mr. Mondale was most kind to share his experience with Mr. Nakasone with me. He remarked, "I was greatly impressed with Prime Minister Nakasone's abilities and impact he had on Japan. Prime Minister Nakasone and former President Ronald Reagan established a strong trusting relationship. Furthermore, Prime Minister Nakasone was not only an ally of President Reagan, but he also made an effort to reinforce the U.S.-Japan relationship as he believed the United States was Japan's most important partner." Mr. Mondale said that he received many suggestions from Prime Minister Nakasone when he was Ambassador to Japan and that his interactions with Prime Minister Nakasone were some of his most memorable experiences as Ambassador. He noted that the government and parliament need a wise leader who can make judgments from a broad perspective. "Government positions are not the kind of jobs where age-limits should apply. We should not judge a country's leader by his age alone," Mr. Mondale observed.

Mr. Mondale also talked about the current relationship between the U.S. and Japan. He explained that in his view, the current relationship between the U.S. and Japan is in a developed and stable phase, but that he can foresee a time when both countries will need to work together toward the development of the world and the Asia-Pacific region. Both countries should be prepared to work closely with one another for the long term.

I explained to Mr. Mondale that the State of Minnesota will host the 2012 Midwest U.S.-Japan Association Joint Meeting and I personally invited him to attend. Mr. Mondale told me that the State of Minnesota is excited to host the 2012 meeting and that he will plan on participating. JETRO has a long history of supporting the Midwest U.S.-Japan Association, with the JETRO Chairman participating each year. The Japan America Society of Minnesota (JASM) will celebrate its 40th anniversary in 2012, thereby making next year a truly important one for the Japan-Minnesota relationship.

The Honorable Mark Dayton, Governor of Minnesota, participated in the 43rd Midwest U.S.-Japan Association Joint Meeting in Tokyo this past September. Since the March 11th earthquake, the number of tourists and business people traveling to Japan has decreased dramatically. The Japanese people were greatly encouraged by Gov. Dayton's visit to Japan as a part of the Minnesota delegation. This trip demonstrated the State of Minnesota's commitment to Japan and showed that Minnesota considers Japan to be an important country.

As the Former Vice President and Ambassador to Japan, Mr. Mondale is well known and well respected by the Japanese people. However, top Japanese business leaders and prefecture governors do not have an opportunity to hear directly from Mr. Mondale; which is why his participation in the 2012 Midwest U.S.-Japan Association Conference is so important. It was an honor to be able to talk with Mr. Mondale, who has contributed so much to relations between the U.S. and Japan. I greatly appreciated his time and I wish him and his family health and prosperity for the years ahead.

Results of Survey of Japanese Manufacturers in North America, Europe Released

On October 14, 2011, JETRO released the results of its 2011 Survey on Business Conditions of Japanese Manufacturers in Europe, Turkey and North America

Surveys were conducted between July and August 2011, and 847 valid replies were received from firms in the U.S. (a 77.6% response rate). These surveys have been conducted annually since 1981 for the U.S., marking its 30th survey, 1989 for Canada, marking its 22nd, and 1983 for Europe, marking its 27th.

Some of the findings for the firms operating in the U.S. and Europe included:

1. About 70% of Japanese manufacturers' operations both in the U.S. and Europe were affected by The Great East Japan Earthquake.
2. Lower procurement from Japan and lower local sales have been evident, but in most cases the affected period was, or will be, over within 6 months.
3. Over 50% of manufacturers will not reexamine business strategies or policies in light of the quake.

Results of survey on business conditions of Japanese manufacturers in the U.S. included:

1. About 70% of Japanese manufacturers expect to post an operating profit in 2011. However, sales slowed compared with last year.
2. A spike in raw material prices, the rising yen and growing health care costs are the main contributors to cost increases.
3. Local employment has increased. Many Japanese manufacturers are using capital investment to promote cost-saving streamlining.

You'll find a release with much more detailed results at <http://www.jetro.go.jp/en/news/releases/20111024858-news>.

A Japanese version is available at: <http://www.jetro.go.jp/news/releases/>.

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